

# WHITE HOUSE WILL OPEN TR 5C JUN 26 1960 OAKLAND STORE JULY 14

Opening of the White Oakland store has been set for July 14, the department store's president, Reginald H. Biggs, announced today.

The store is located at the Kaiser Center on Lake Merritt.

"Barring unforeseen developments, we shall throw

open the doors at noon on July 14," Biggs said.

Coincidentally, the opening will fall on Bastille Day — the national French holiday.

Both Raphael Weill, who was president of the store for many decades, and his nephew Michel Weill, the current chairman of the board, were born in France.

# White House Store

PRE JUL 12 1960

## Previewed at Party

### Mayor's Wife to Cut Ribbon At Official Opening Thursday

The White House, the beautiful new department store in the Kaiser Center in downtown Oakland, last night was previewed for the press and special guests.

A champagne party for several hundred persons was held on the third floor terrace, which is to be the outdoor sales room for garden and terrace merchandise overlooking Lake Merritt.

Guests were permitted to view the three floors of the spectacular new store which will officially open at a special ceremony at 11:30 a.m. Thursday. The public is invited to the dedication.

Joining the dedication festivities will be civic officials from Oakland, Edgar J. Kaiser and Henry J. Kaiser Jr., representing the Kaiser Center, and officials of The White House, including Reginald H. Biggs, president; Michel Weill, chairman of the board of directors, and John Hamilton, executive vice president.

Mrs. Clifford E. Rishell, wife of the Oakland mayor, will officially open the store for the public by cutting a huge pink ribbon.

The store, in which every new advancement of merchandising and display is harmonized with beauty and distinction, is the first unit of the expansion program of the 106-year-old store in San Francisco.

Its 103,313 square feet of sales space is reached by direct access not only from 20th and Webster Streets but by the Kaiser center garage.

The 350-employee staff is under the direction of Richard M. Gorow, who at 34 is one of the youngest men in the U.S. to manage a major, modern department store.

Gorow, his wife, Dolores, and their four children live at 5 Waudel Drive in Moraga.

~~Construction has started at Kaiser Center in Oakland on Joseph Magnin's largest branch store.~~

MacDonald, Young & Nelson Inc. has been named general contractor for construction, involving 22,500 square feet of space at the corner of Webster and 21st Streets. The new store, across the street from Magnin's present location, is scheduled to open early in 1962.

This is the third Joseph Magnin store built by MacDonald, Young & Nelson Inc., and the third contract for that company at the Kaiser Center. Excavation and sub-structure for the Kaiser Center office building and the

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White House Antoine beauty salon were also completed by the Oakland construction company.

The new Magnin branch will have entrances from Webster Street, from a concourse adjacent to the second level of the Kaiser Center garage and by stairs from the third level of the garage.

# Jos. Magnin

## Moving to

THE MAR 30 1961

## Kaiser Center

Joseph Magnin Co. will move down the street early next year to join the growing list of tenants in the vast, colorful Kaiser Center.

The ~~fashionable~~ women's specialty store will occupy a corner site beneath the roof garden at 21st and Webster Streets.

The Joseph Magnin Co. is now located at 21st and Franklin Streets and the move will be the company's second to largest premises since the first Oakland store was opened in 1948.

Negotiations were completed and a lease signed for the new location yesterday by Edgar F. Kaiser, president of Kaiser Industries Corp., and Cyril Magnin, president of the Magnin firm.

He said the move will be another step forward in the progress of business in the Eastbay with its emphasis on the importance of downtown Oakland.

Magnin expressed pleasure that the company would be associated with the Kaiser Center, which he termed "a vital new focus of the city's growth."

Architects Victor Gruen and Associates have begun preparing the ultra-modern designs for the interior of the new store, which will occupy 22,500 square feet.

The lease was closed by Coldwell Banker & Co., acting for both Kaiser and Magnin.

Backdrop for the store will be the towering 390-foot-high office building that is the largest west of Chicago with 1.7 million square feet of space.

This is the international headquarters for the 60 affiliated Kaiser companies with 18 other companies accommodated in the lobbies.

Besides the roof garden, the center's facilities for the public include a 1,200-car garage, a 750-seat cafeteria and an auditorium with seating for 400.

# Joseph Magnin to Open Kaiser Store

FR 5C OCT 29 1961

The Joseph Magnin Co., operator of 15 women's specialty shops in California and Nevada, will open its newest store Thursday in the Kaiser Center.

Models, wearing metallic-fabric fashions, will walk over a silver carpet from the old Joseph Magnin store at 21st and Franklin Streets to the new location at 21st and Webster Streets.

## RIBBON-CUTTING

Cyril Magnin, company president, and civic leaders will attend a 11:30 a.m. ribbon-cutting ceremony. The store will open to the public at noon.

The new store is much larger than the old one with 22,500 square feet of floor space.

There are three entrances: From Webster Street, from the Kaiser Building concourse, and from the C-level Kaiser Center parking garage.

## UPPER LEVEL

The upper level of the store includes the designers' room, sports dresses, separates and sweaters, children's and sub-teens and customer fitting rooms.

The lower level houses the shoe department, beauty salon, ladies lounge, lingerie, robes, foundations, accessories including gloves, handbags, belts and jewelry, and cosmetics, millinery and the hat bar.

Features of the store include the sunburst glass mosaics

designed by Jack Hogue for the hat bar, white marble quarried in Vermont, and an ornate gold-plated drinking fountain. Mrs. Carolyn Nicholson, manager of the present Oakland store, will head the executive staff. Members of her staff include Shirley Fager, Juanita Grubb, Joan Shuppert, Gene Nowell, Adele Brown and Virginia Ingham.

# Small Shop Plan for White House Building

**TRE MAY 4 - 1965**

An integrated center of smaller shops may replace the White House department store at the Kaiser Center here.

A. F. Scarr, vice president and general manager of the

center, says that while he is still exploring the use of the 123,000-square-foot, three-story building by a single tenant, an alternative plan has also been developed.

The proposal calls for a principal tenant in a store utilizing two floors at the corner of 20th and Webster streets.

Other stores would be situated around an interior mall on the

first and second floors.

Suites of offices and a restaurant opening onto the existing roof garden would be situated on the third floor.

# Jacksons Will Close Store

IN TRADE AUG 10 1965

Jacksons Furniture Co. is closing its Oakland store after 75 years in the downtown district.

Harry Jackson, president, said today that the location at 14th and Clay streets no longer fits the merchandising program of the company.

The branch in the Kaiser Center also will close.

"The lease expires at the end of August and we will not renew it," Jackson said. "We had planned on that all along."

"We want to emphasize that we are not going out of business," he said. The company will continue to operate stores in Walnut Creek, Berkeley, Hayward and San Francisco.

He revealed that the branch stores have shown steady gains in sales volume. The Oakland store has not.

Jackson said key personnel from the Oakland executive offices will be retained. He said no decision has been made on where the executive staff would be relocated. He gave no figures on the number of sales persons who will be affected.

Originally founded in 1889 as a small home furnishings store, Jacksons grew into one of Oakland's largest retail outlets. It has occupied the present site on Clay Street between 13th and 14th streets since 1910.

# Grodins First to Move Into White House Space

THE AUG 13 1965

By WILLIAM DOYLE  
Tribune Real Estate Writer

A three-level shopping center will be developed at the Kaiser Center in space formerly occupied by the White House Department store.

The principal tenant will be Grodins of California Inc., which signed a 20-year lease with Kaiser Center Inc. yesterday to occupy the area at the corner of 20th and Webster Streets.

A. F. Scarr, vice president and general manager of Kaiser Center, said approximately 15 quality retail and specialty shops will occupy the remaining merchandising sectors on the first floor which will be connected by an air conditioned interior concourse.

The third level of the mall, overlooking the three-acre roof garden, will be a restaurant and cocktail lounge. Other retail and service shops and approximately 12,000 square feet of office space will be located on the second and third levels.

Grodins will utilize 25,000

square feet of space with about 15,000 of it in the main floor merchandising area. Executive offices of the firm, which operates nine stores, will also be situated in the center.

An elevator and two escalators, situated in the mall, will provide shoppers with access between levels and the concourse. In addition to serving the shops located on it the mall will provide access to the Joseph Magnin store on Webster Street, the 1,200 car garage, the Kaiser office building with its 20 retail and commercial facilities, the 800-seat cafeteria and the 400-seat auditorium.

Construction of the mall will begin Aug. 23 with Grodins scheduled to move in by March 1, 1966.

Scarr said other tenants in the mall may open before the end of the year.

Grodins in May announced the purchase of the former Hastings building at 1530 Broadway and said they would remodel the structure and move from

their current location at 12th and Broadway this fall.

Arnold Michaels, president of Grodins, said both buildings are "solid properties" and that he anticipates no problem in disposing of them profitably.

He said that rather than selling at this time his firm will lease and hold them for long-term appreciation.

Michaels praises the mall concept as "one of the most exciting projects we've seen," and said that its location in the heart of the rapidly developing financial center and within walking distance of the population concentration developing in Lake Merritt apartments led to the decision to change from the 1530 Broadway site.

Richard Miles and Leonard Leon of Coldwell, Banker and Co. represented both parties in the negotiations.

Weldon Becket and Associates are architects for the center and MacDonald and Nelson the general contractors.

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# Grodins Opens at Kaiser Center Aug 4

JUN 3 - 1966

Grodins of California, 58-year-old Eastbay menswear chain, will open its new \$750,000 head-

quarters store in Oakland's Kai- ser Center August 4, it was an- nounced today by Arnold

Michaels, Grodins' president.

He said the new Grodins will

comparable to anything in San Francisco—or New York."

In addition to extensive line of menswear, the new store will have special teen, women's sportswear and boutique departments. The teen shop will resemble London's Carnaby Street shops, where the "Mod" look was launched, and will feature a complete line of "Mod" menswear.

The boutique will feature gifts and art objects selected by Mr. and Mrs. Michaels on their travels around the world.

Grodins moves to its new 20th and Webster Streets location after 47 years at 12th and Broadway. It is an outgrowth of the original firm of Schwartz & Grodin, which has operated in the Bay Area since 1908. The chain's first store was on Oakland's Washington Street. In 1951 the firm changed its name to Grodin's of California and opened its first suburban store in Walnut Creek. It now has eight stores.

Michaels said the move reflects a growth of the city's population and business.

The Kaiser Center store is being designed by Leo Roselyn Associates, San Francisco, to combine traditional and contemporary decor.

By carefully selecting the store's furnishing and adding many new lines of imported and domestic merchandise, Michaels said Grodins intends to "make this a quality store in every sense of the word."

The new store will include a total area of more than 25,000 square feet, double its present site.

# Grodins to Open in Kaiser Center Mall

THE AUG 3 1966

Grodins of California, Oakland-based firm which operates a chain of nine men's wear stores in Northern California, will open its new executive headquarters store in Kaiser Center tomorrow.

Civic and business leaders will participate in ribbon-cutting ceremonies at noon, touching off a three-day schedule of attractions in the Kaiser Center Mall.

It will be the first major new store opening in downtown Oakland since 1960, said Arnold Michaels, Grodins president.

**LEADERS TO ATTEND:** *John*

Those expected to take part in the opening day ceremonies include Oakland Mayor John A. Reading; William F. Knowland, Chamber of Commerce president and Tribune publisher; W. A. Sparling, general manager of the Chamber; A. B. Ordway, vice president of Kaiser Center, Inc.; Edgar F. Kaiser, president of Kaiser Steel; Frank Scarr, manager of Kaiser Center; Cyril Magnin's, and Walter Newman, manager of Joseph Magnin's women's wear store in Kaiser Center.

Grodins takes over a large part of the area formerly occupied by the White House department store before it went out of business late last year.

Seven other stores, which located previously in the Mall,

are joining with Grodins in the opening celebration along with Joseph Magnin's, which has been in the Kaiser Center since it opened.

The other new stores in the Mall are Dorothy's ladies apparel, formerly in the Kaiser Center office building; Bay Ticket Office; Mr. Des Rosiers hair styling; Expectation Maternity Shop; Janko Jewelers; Merle Norman Cosmetics and Merritt Card'n Party.

Quarters are being readied in the Mall for at least three other stores on the ground floor of the Mall.

The new Grodins store has a total area of more than 25,000 square feet, double that of the old Oakland headquarters at Broadway and 12th Street, and cost about \$750,000 in improvements and furnishings. Free customer parking is available in the 1500-car Kaiser Center Garage.

## OLD LONDON-DECOR

Grodins Kaiser Center store was designed by Leo Roselyn Associates of San Francisco to combine elements of traditional and contemporary decor. Mural tapestries, reproductions of 19th century London chandeliers and carriage lanterns, old lithographs and antique furniture recreate an Old London atmosphere.

Major departments in the new

store will include men's clothing, sportswear, furnishings and shoes. It has an enlarged Rams Head shop for young men, modeled after shops on London's Carnaby Street.

Michaels said the Rams Head shop will make Grodins the only store in Northern California featuring three of the four best known natural shoulder brands, Cricketeer, Susse and Norman Hilton.

The store will feature also a special Lady Ramshead sportswear department for women and a boutique filled with art objects and gifts selected by Mr. and Mrs. Michaels on their extensive travels abroad.

Louis C. de George, who has been with Grodins since 1946,

will manage the new store. His assistant will be Ted French, who started as a salesman in the firm's Walnut Creek store four years ago and was promoted to assistant manager there.

Grodins of California grew from the original firm of Schwartz & Grodin which operated in the Bay Area since 1908. The company became Grodins of California in 1951 with the opening of its first suburban store in Walnut Creek. Other stores are now in Hayward, Alameda, Berkeley, San Jose, Mountain View and Sacramento. Another is planned to open in San Francisco's Stonestown Shopping Center this fall.

Opening day events include the showing of National Hockey

League Stanley Cup playoffs in the Kaiser Center Auditorium at 12:30 p.m. Bill Fieweger of the Oakland-based California Seals ice hockey team will be available to answer questions about hockey.

At 12:15 p.m. Friday the Bay Bombers women's Roller Derby team will stage a skating and blocking exhibition in the Mall. Charley O'Connell of the men's team, Jean Weston and several others will be interviewed.

The Friday program includes also a repeat of the hockey films at 12:30 p.m. in the auditorium.

Charley Burns and Wayne Connelley, stars of the California Seals will be interviewed at 12:15 p.m. Saturday in the Mall.

**NOW, KAISER CENTER  
OFFERS 28 SHOPS  
AND SERVICES**

**TRE AUG 3 1966**

Bank of America

Bay Ticket Office

Camera Shops, Inc.

Chevron Service

Mr. Des Rosiers' Hairstyling

Dorothy's

Edy's (To Open Soon)

Expectation Maternity Shops

First California Title Company

Grodins

Hogan-Evers

Hooper's Chocolates & Pastries

Janko Jewelers

Joseph Magnin

Lanai Barber Shop

Lanai Newstand

Lanai Pharmacy

Lanai Shoe Repair

Lufthansa German Airlines

Mannings Cafeteria

McAlister Nationwide Leasing

Merle Norman Cosmetics Studio

Merritt Card 'N Party

Mitchum, Jones & Templeton, Inc.

George T. Raust, Jewelers

United Air Lines

U. S. Post Office

Robert Williams, Ltd.

And there's MORE TO COME...

**WATCH FOR OPENING ANNOUNCEMENTS!**

# New French Restaurant To Open at Kaiser Center

June 2 - 1967

A new and elegant French restaurant for Oakland was announced today at a brief ceremony attended by Edgar F. Kaiser, president of Kaiser Industries Corp., and A. F. Scarr, general manager of the Kaiser Center where the new restaurant will open in October.

The ceremony accompanied signing of a long-term lease by George Gutekunst, chef Alfred Roblin, both partners in Sausalito's famous Ondine; Gilbert Barthe, the Ondine's maitre d', and John Hamilton of Marin County.

Hamilton and Barthe will be the resident-owners of the new establishment, it was announced by Gutekunst.

To be called Restaurant

Mirabeau, it will be located on the third floor of the 20th Street Mall overlooking the Kaiser Center roof garden and will have a dining room capacity of approximately 130. A cocktail lounge and three private dining rooms are also in the plan.

There will be a private elevator from the first floor entrance of the mall direct to the Mirabeau's foyer, and architect Renrik Bull is planning an interior of classic design.

"We have been most interested in the exciting growth of the Eastbay for a long time," Gutekunst said, "and are most pleased to be able to bring a great restaurant to the area." Planning work on

location, lease and financial requirements has been under way for a year.

Scarr announced that the Mirabeau signing completes the occupancy of the first and third floors of the former White House premises, and that "available space in the 20th Street Mall is becoming quite limited."

Chef Roblin, known internationally and recently the subject of a national magazine article which called him "the Frenchman in the Kitchen," will staff the kitchen of the Mirabeau.

Equipment and fixtures for the kitchen, dining room and lounge will be furnished by John Breznikar of East Bay Restaurant Supply.